

Headline

1. Redesigning Hospitality for a Sustainable Future: TheSqua.re's EcoGrade Tool Leading the Charge of Transformation.

Image

EcoGrade

Understand the environmental impact of your bookings through our innovative software. Make carbon conscious decisions on your corporate travel programme.

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EcoGrade - Carbon Footprint

CO₂ Emissions

Target	Actual
320 t.	24 t.

Average Efficiency

Target	Actual
63%	72%

Green Transport

Target	Actual
4%	2%

Energy Consumption

Category	Percentage
Electricity	28%
Gas Heating	32%
Water Heating	15%
Laundry	25%
Domestic Water	10%

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Redesigning Hospitality for a Sustainable Future: TheSqua.re's EcoGrade Tool Leading the Charge of Transformation.

Quotes from founder and CEO, Sid Narang:

- "EcoGrade is a reflection of the true technology company culture we have. We are always solving problems for our customers and sometimes, not always, it leads to a big hit. EcoGrade has been a tremendous success, and the mission has been very simple, how can we reliably calculate carbon emissions to better inform customers about the environmental impact of their stay and entire trip?"

- "Tourism accounts for around 8% of global greenhouse gas emissions, with accommodation accounting for 30% of this 8%. When we studied the data, apartments versus hotels, we saw that a modern apartment that uses a renewable energy provider, that's well insulated, has efficient boilers/heating in place, and has shared mobility transport available has a 70% lower CO2 footprint compared to some name brand hotels. We found this game-changing and it inspired us to dig in further".

- "Today, our Data Science teams are busy mapping out EcoGrade ratings for millions of serviced apartments in hundreds of cities globally. This is how we are continuing our environmental pledges, through the global expansion of EcoGrade, and with sustainable innovations throughout the business model".

Main body:

Climate change is regarded as the biggest threat facing the 21st century. The unsustainable use of natural resources, over-consumption, pollution, and waste have detrimental effects on the Earth's climate and economy.

As a part of the global economy, we must integrate environmental concerns into our business operations.

So, what is EcoGrade?

In today's world of eco-awareness, we are all rightly concerned about the effects of our actions on the environment. Unfortunately, most methods of reporting today quote CO2 figures - which are wildly inaccurate for properties because CO2 consumption varies daily depending on which sources of power happen to be in use (coal, wind, nuclear). The

numbers also depend on where the apartment might be located, its size and even the weather.

EcoGrade is a measure of how sustainable a stay will be in one of TheSqua.re's apartments, regardless of power sources, regions, number of bedrooms, or weather. The world's best data sources for every region are gathered and advanced computer science and data processing methods convert complexity into simplicity for their users.

How is this made possible?

Four factors are assessed and combined into an easy-to-understand display and rating, visible on TheSqua.re's website and the booking confirmation. These are:

1. Energy Use
2. Energy Efficiency
3. Green Suppliers
4. Proximity to Green Transportation

But who is EcoGrade for?

Whether you're an individual choosing an apartment and you want to do something to help the planet, or whether you're a corporation that has a much bigger kind of environmental impact to worry about through all your employees travelling a lot, EcoGrade helps to provide other understandable solutions to get a better grip on what your environmental impact would be.

EcoGrade now covers all apartments across the United Kingdom, France, the Netherlands, and Spain.

And also, EcoGrade received recognition at the Business Travel Awards Europe 2023, WINNING the Achievement in Sustainability for Accommodation Providers award.

EcoGrade, empowering carbon-conscious accommodation choices.